

The Toll of Tobacco in Mississippi

Tobacco Use in Mississippi

High school students who smoke	22.4% (38,700)
Male high school students who use smokeless or spit tobacco	15.5% (females use much lower)
Kids (under 18) who become new daily smokers each year	9,300
Kids exposed to secondhand smoke at home	192,000
Packs of cigarettes bought or smoked by kids each year	9.4 million
Adults in Mississippi who smoke	24.4% (525,400)

Nationwide, youth smoking has declined since 1997, but remains at high levels. The 2004 National Youth Tobacco Survey (YTS) found that 22.3% of U.S. high school kids smoke and 10.8% of high school males use spit tobacco. U.S. adult smoking has decreased gradually since the 1980s, and 21.6% of U.S. adults (about 45 million) currently smoke.

Deaths in Mississippi From Smoking

Adults who die each year from their own smoking	4,700
Kids now under 18 and alive in Mississippi who will ultimately die prematurely from smoking	81,600
Adults, children, & babies who die each year from others' smoking (secondhand smoke & pregnancy smoking)	410 to 740

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from other tobacco-related causes -- such as fires caused by smoking (more than 1,000 deaths/year nationwide) and smokeless tobacco use. No good estimates are currently available, however, for the number of Mississippi citizens who die from these other tobacco-related causes, or for the much larger numbers who suffer from tobacco-related health problems each year without actually dying.

Smoking-Caused Monetary Costs in Mississippi

Annual health care costs in Mississippi directly caused by smoking	\$662 million
- Portion covered by the state Medicaid program	\$243 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$528 per household
Smoking-caused productivity losses in Mississippi	\$1.34 billion

Amounts do not include health costs caused by exposure to secondhand smoke, smoking-caused fires, spit tobacco use, or cigar and pipe smoking. Other non-health costs from tobacco use include residential and commercial property losses from smoking-caused fires (more than \$500 million per year nationwide); extra cleaning and maintenance costs made necessary by tobacco smoke and litter (about \$4+ billion nationwide for commercial establishments alone); and additional productivity losses from smoking-caused work absences, smoking breaks, and on-the-job performance declines and early termination of employment caused by smoking-caused disability or illness (dollar amount listed above is just from productive work lives shortened by smoking-caused death).

Tobacco Industry Influence in Mississippi

Annual tobacco industry marketing expenditures nationwide	\$15.4 billion
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Estimated portion spent for Mississippi marketing each year	\$200.4 million
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Published research studies have found that kids are three times more sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure, and that one-third of underage experimentation with smoking is attributable to tobacco company advertising.

Campaign for Tobacco-Free Kids, 2005